

CEO E-Briefing

A weekly report to City Council and the community

April 20, 2012

No. 29



CEO's Message



Newport Harbor High: Half Costa Mesa's?

Throughout Misty May's storied volleyball career, the national media would often refer to her as a product of Newport Harbor High School. True enough. But since she was also a Costa Mesa resident, I always thought we missed out a little on being able to brag that Misty May came from our hometown. I bet many casual sports fans believed she hailed from Newport Beach.

Newport Harbor High sits on the western edge of Newport Beach, drawing students in nearly equal measure from Costa Mesa and Newport Beach. So in effect, Costa Mesa has two-and-a-half public high schools: Costa Mesa, Estancia and 50% of Newport Harbor high schools.

This is why I was happy to see Ethan Cochran honored by the City Council this week as the nation's top high school discus thrower. Ethan, a senior at Newport Harbor, resides in Costa Mesa and appears on the verge of track and field stardom (see profile on page 3).

In only his second year in the sport, he's finished first in the state high school championships. More impressively, he won silver in the World Youth Track & Field Championships last summer in France, and plans to compete again this year. In the fall, he plans on attending Cal Berkeley on an athletic scholarship.

Ethan Cochran is making Costa Mesa proud.

Tom Hatch, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact
william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

Community Calendar



FRIDAY April 20: The Salute to Hollywood Pets will take place today, April 20-22, at the OC Fair & Event Center as part of the 23rd Annual America's Family Pet Expo. **America's Family Pet Expo at OC Fair & Event Center** ticket prices are \$12 for General Admission, \$10 for Seniors, \$6 for children 6-12, and free for 5 years and younger.

FRIDAY April 20: Friday evening is the first part of a weekend training (continues through Sunday) to become a member of the **Community Emergency Response Team (CERT)** that shows you how to take care of your family and community in times of disaster such as an earthquake or flood. The things you'll learn include firefighting techniques, first aid, light search and rescue, and how to develop a response team. Go to costamesaCERT.org for more information and an application form.

SATURDAY April 21: The twice yearly Neighbors for Neighbors clean-up event will take place from 8 a.m. to noon at designated low-income, senior-owned single-family homes throughout the city. Please support the effort by making a monetary or in-kind donation or volunteering. Volunteers are needed to paint home exteriors, remove weeds, and help haul away debris. For more information or to sign-up as a volunteer, please contact Jacquie Reeves at (714) 754-4892. Sign-up forms are also available on the city's [website](http://costamesa.org).

SATURDAY April 21: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Ave.

SUNDAY April 22: The all-day Irish Spring Earth Day Fest featuring Irish dancers and food will take place at the **OC Fair and Event Center**.

FRIDAY April 27: The Costa **Mesa Community Run** will host an expo and family fun night beginning at 5 p.m. at Estancia High School. The evening will feature food and drink, a giant slide, game booths, an expo for runners and the Dan Krikorian Band. Proceeds benefit Costa Mesa schools.

SATURDAY April 28: **The Costa Mesa 10k and 5k Community Run** will begin at 6:30 a.m. at Estancia High School. Proceeds from the event will go to Costa Mesa schools. Sign-up now!

SATURDAY April 28: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Ave.

TUESDAY May 1: City Council will meet at 6 p.m. in the Council chambers. When ready, the agenda can be found [here](#).

THURSDAY May 3: Co-sponsored by the City of Costa Mesa and Assemblyman Allan Mansoor, a Board of Equalization Small Business Seminar will be held at 9:30 a.m. at the Costa Mesa Neighborhood Community Center. The free seminar is for businesses seeking information about sales and use tax, state income tax reporting, employment taxes, permit requirements, and more. Please call (916) 671-9034 for more information.

SATURDAY May 5: The SoCo Farmers Market will be held from 9 a.m. to 1 p.m. at the SoCo Collection shopping center at 3315 Hyland Ave.

SUNDAY May 6: The OC Marathon, Half-Marathon and 5K will begin at 5:30 a.m. For more details, click [here](#).

For a complete list of community events, click [here](#).

CEO's Office (Continued)



REMARKABLE RESIDENT

Ethan Cochran: Throwing a discus farther than any other prep athlete

Ethan Cochran, a Costa Mesa resident and senior at Newport Harbor High School, has thrown the discus farther this year (203 feet, 9 inches) than any other prep athlete in the nation.

Ethan began playing football in high school as an outside linebacker. He made the All-Sunset League two years in a row, and in the 2011 football season, Ethan was chosen as one of the team captains and was honored to receive the Defensive Player of the Year Award from his coaches.

During his sophomore year, Coach Tony Ciarelli recruited Ethan for the shot put and discus, believing Ethan had the physical attributes to be a thrower. By his junior year, Ethan became the California state champion in discus (a first for the Sailors) and went on to win first place in the USA Track and Field World Youth trials in South Carolina. He won a spot to compete in the finals in Lille, France and came home with a silver medal.

Ethan started this track season as the No. 1 discus thrower in the country. Recently at the Irvine Invitational, Ethan threw the disc 203 feet, 9 inches, a personal best, and a record for this 33-year event! Ethan recently committed to and signed with Cal Berkeley.

READER MAIL

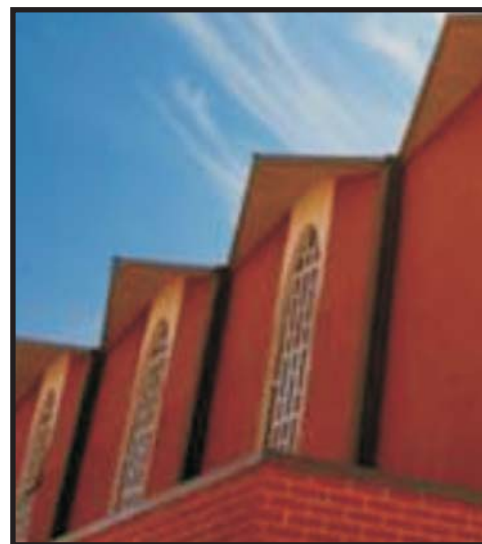
I was reading this article by Tom Hatch ("Who Should Move to Niketown?" April 13), and I would say that a museum is never a traffic driver nor really complimentary to the other businesses in Triangle Square.

One element that is missing is a venue for live entertainment. I have not been in the former Niketown building but having ringed floors with an open center sounds like it would lend itself as a perfect setting for a comedy club, theatre, music or other live performance.

I just thought I'd pass this along. My wife and I are really enjoying the new newsletter format online.

Jude Sturman
Costa Mesa

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You may have a prayer in getting this one.

To get the whole picture, see page 5.

CEO's Office (Continued)



Photos by Dan Joyce

Ready, aim, fire

Councilwoman Wendy Leece fires a Civil War replica cannon during last weekend's Battle of Costa Mesa, a Civil War reenactment that took place in Fairview Park.

Four budget study sessions scheduled for May

Four study sessions have been scheduled for May to get the City Council and community up to speed on the proposed 2012-13 fiscal year budget.

- ▶ **May 8:** Introduction to 2012-13 budget.
- ▶ **May 17 and May 24:** Infrastructure needs and potential funding sources.
- ▶ **May 29:** Financial impact of closing of Redevelopment Agency on 2012-13 budget, among other issues.

SECRET SPOTTED



Answer: St. Joachim Catholic Church at 1964 Orange Ave. in Eastside Costa Mesa.

Development Services

Saturday is 'BIG' trash day!

Housing and Community Development will hold its Large Item Disposal (L.I.D.) Program on Saturday, April 21, and Saturday, June 2, from 8 a.m. to 2 p.m. for targeted communities, mostly on the city's Westside. A picture identification card along with a utility bill showing the resident's address (if residents don't have a California I.D.) is required. Eight 40-yard dumpsters will be placed in the following intersections: Shalimar Drive/Placentia Avenue, El Camino Drive/La Salle Avenue, 18th Street/Pomona Avenue, Mendoza Drive/Mission Avenue, Hamilton Street/Maple Avenue, Monrovia Avenue/Center Street, Wilson Street/Maple Avenue and mid block of Coriander Drive.

Residents in those areas may dispose of any unwanted items at any of the eight locations. Volunteers and staff will be present to assist residents fill the dumpsters.

Bilingual flyers and door hangers will be distributed to area residents informing them of acceptable and prohibited items. For additional information please call (714) 754-4892 for English and Spanish or check out the [City's website](#).



Parks and Rec



Local artists to be showcased Saturday

The Costa Mesa Cultural Arts Committee will host "Artist Showcase XV" Saturday, April 21, from 6 to 9 p.m. at Whittier Law School.

The free, juried event will highlight the work of 20 artists in media that include acrylic, oil, photography, sculpture and mixed. Five artists are representing the City of Costa Mesa, with the others from across Orange County, including Anaheim, Coto de Caza, Dana Point, Fountain Valley, Huntington Beach, Irvine, Lake Forest and Newport Beach. Three Costa Mesa galleries (Engard Arts, Mesa Art and Framing, and Location 1980) will also be displaying art pieces.

Musical entertainmentsponsored by Segerstrom Center for the Arts: Arts Teach Programwill feature Andrew Grueschow with his music of Ghana Drum Circle. A refreshment bar will include cheese and crackers, water, as well as red and white wines.

Anyone interested in sponsorship opportunities for future showcases and other Cultural Arts Committee events is invited to e-mail [Lisa McPherson](mailto:Lisa.McPherson@costamesa.gov).



"Only Us" by Christopher Clark

Police



Looking for a few empathetic souls

Trauma Intervention Programs (TIP) is looking for caring people willing to be part of a team of citizen volunteers trained to provide emotional and practical support to the victims of traumatic events.

The winter 2012 training sessions begin with August classes and then a field training period that goes from Aug. 26 to Nov. 26. Graduation is scheduled for Dec. 4.

No experience is necessary. These modern-day Good Samaritans will be called to emergency scenes by emergency response personnel to comfort families, help emotionally traumatized accident and crime victims, and assist disoriented older people.

You can sign up three ways: online [here](http://www.costamesa.gov/tip), e-mail [here](mailto:tipp@costamesa.gov) or call (714) 420-0875.

FINAL WORDS

Moving from success to significance

By Michael Josephson

I frequently address people who are highly successful. They're at the top of their field and often have all the comforts that wealth can afford. Most seem to enjoy their success.

So, in a way, it surprises me how deeply many of them respond when I talk about the difference between success and significance. Invariably, I see knowing nods when I describe Alfred Nobel's disillusionment when he read his obituary that was printed by mistake after his brother died. Although it was complimentary, describing him as a brilliant chemist who'd made his fortune inventing dynamite, he was struck by how hollow and inconsequential his accomplishments seemed as the summation of his life. Determined to leave a more worthy legacy, he established the Nobel Prizes to acknowledge great human achievements.

Mr. Nobel realized there's a transitory quality to success but immortality in significance. A life devoted to attaining personal goals can be admirable and satisfying, but it can be enormously enriched when we use our talents and time to improve the lives of others.

In his book *"Living a Life That Matters,"* Harold Kushner wrote, "Our souls are not hungry for fame, comfort, wealth, or power. Our souls are hungry for meaning, for the sense that we have figured out how to live so that our lives matter, so that the world will be at least a little bit different for our having passed through it."

If we realize this before it's too late, we're less likely to dishonor our families and our legacies with dishonesty or selfishness. Success isn't enough.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).

